



KEEPING SCORE

4 Data Points to Watch and Win at Social



GAME ON: LEVEL UP YOUR FANS!

Get ready to dive into the exciting world of Fan Activation Data! We're about to explore winning strategies through the lens of some of your favorite sports. Buckle up and get ready to:

- **Touchdown your Engagement:** We'll huddle up and see how LunchTable transforms into a digital stadium, buzzing with friendly competition that keeps users engaged and motivated.
- **Hit Homers with User Activity:** Take the plate and learn how to track engagement metrics like a pro. We'll crack the code on creating content that gets users swinging for the fences with likes, comments, and shares.
- **Sink Baskets and Expand Your Reach:** Imagine LunchTable as a basketball court, where impressions and social media sharing are your secret weapons. We'll show you how to rack up points and dominate the court with a thriving online community.
- **Team Up for Community Success:** It's all about teamwork on the LunchTable pitch! We'll explore how individual contributions and shared celebrations fuel a vibrant and engaged community, just like a winning soccer team.

So, are you ready to take your LunchTable game to the next level? Let's get started!



GAMIFICATION: A Touchdown Celebration!

Imagine LunchTable as a digital stadium, buzzing with competitive energy! Just like football, excitement thrives on competition, teamwork, and the pursuit of victory. Let's huddle up and explore this analogy:

- **The Kickoff:** Users become players, their enthusiasm fueling the game. LunchTable is the playing field, offering challenges like "plays" to tackle. Leaderboards act as the scoreboard, displaying progress and igniting friendly rivalries.
- **The Game Unfolds:** Users can compete individually or join teams, just like football players. Individual effort matters, but collaboration amplifies success. Challenges encourage strategic thinking and adaptation, keeping users engaged.
- **Motivation and Rewards:** Just like touchdowns fuel momentum, timely rewards like points and badges keep users motivated. This shared experience fosters community spirit, creating a positive and engaging environment.
- **Beyond the Analogy:** Remember, football is just a starting point. The beauty of LunchTable's gamification lies in its flexibility. Adapt it to your specific community's interests, turning your platform into a vibrant stadium where users become the cheering fans and star players!



Gamification in marketing boosts customer engagement by up to 48%, with some studies showing it can double engagement.

Source: Mambo.io

48%

STEPPING UP TO THE PLATE:

Hitting Homeruns

Imagine LunchTable as a bustling baseball stadium, filled with fans cheering for their favorite players! Just like in baseball, tracking user engagement - likes, comments, shares - is crucial for understanding how to win the game. Let's swing into action with this baseball analogy:

- **The Diamond of Engagement:** Users are the batters at the plate, swinging for engagement "hits" with their likes, comments, and shares. The content you share is the ball being pitched. The more engaging the content, the more likely users are to swing.
- **Keeping Score:** Track your "batting average" - the percentage of content receiving engagement compared to total views. This shows how well your content connects with users. The "on-base percentage" measures the rate at which users interact with your content. Go beyond basic interactions and track the "slugging percentage," the proportion of content generating high-value actions like shares.
- **The Game in Action:** Just like pitchers mix fastballs and curveballs, vary your content formats (text, images, videos) to keep users engaged. Analyze engagement data to see what content types "hit" well and adapt your strategy based on user preferences. Encourage user-generated content and discussions to create a collaborative batting lineup.
- **Beyond the Game:** Remember, engagement goes beyond mere numbers. It fosters connections and turns users into cheering fans who actively participate in your platform's community. Regularly analyze data and adapt your strategy to keep users hitting homers on LunchTable!



User-generated content gets 28% more engagement, boosting brand advocacy through contests.

Social Media Today



SWISH!

Tracking Your Reach

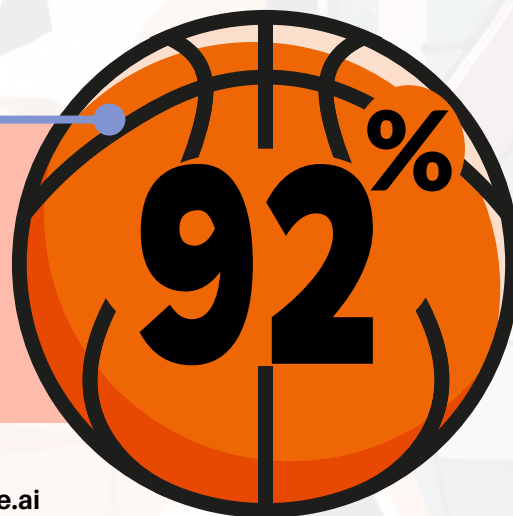
Imagine LunchTable as a packed basketball arena, buzzing with fans eager to witness their team's dominance! Just like in basketball, tracking both your Community Users' impressions within the platform and their social media reach offers valuable insights.

Let's take a shot at this analogy:

- **The Court of Impressions:** Users are the star players, dribbling their content and interactions across the platform. Content is the ball, passed around through likes, comments, and shares, generating impressions with each touch. Each time a user sees your content, it's like taking a shot – the goal is to score an impression!
- **Social Media Buzz** - Sharing content extends reach beyond the platform. Imagine it as passing the ball to a teammate on social media, amplifying your reach to their followers. When a Community User shares your content, they're assisting in spreading it further, just like a teammate setting up a scoring opportunity. Social media shares with high engagement are like three-pointers, generating significant reach and impact.
- **Winning the Game:** Encourage user-generated content and social sharing to create "fast breaks," bursts of reach and engagement fueled by user participation. Collaborate with Community Users and influencers to expand your reach and tap into their networks. Remember, basketball is a team sport!
- **Beyond the Scoreboard:** Impressions and reach are important, but remember the ultimate goal: fostering a vibrant community. Track sentiment and participation to gauge user satisfaction and keep them engaged on the winning court of LunchTable!

Fans' recommendations are 92% more trusted than ads, making them brand ambassadors who boost reach through word-of-mouth.

Nielsen



TEAMWORK TRIUMPHS

Teamwork Triumphs on LunchTable's Vibrant Field
Imagine LunchTable buzzing with the energy of a soccer game! Just like in soccer, building a strong community requires collaboration, passion, and celebrating achievements.

- **Individual players** bring unique talents to the LunchTable team, sharing content like passes, fostering connections through discussions. LunchTable itself is the playing field, providing the tools for users to connect and celebrate.
- **Community Awards** act like "assists," recognizing valuable contributions that benefit the team and motivate participation. Recognizing exceptional users as Most Valuable Players inspires others and strengthens community spirit. Awards celebrate individual achievements while highlighting how each user contributes to the collective effort.
- **Sharing favorite content** is like passing the ball to teammates, showcasing shared passion and uniting the community. Celebrating Team wins together reinforces a sense of belonging and

shared purpose. Sharing upcoming events keeps the community engaged, anticipating future moments like fans waiting for the next match.

The ultimate win is a vibrant, engaged community. By fostering a sense of belonging, shared passion, and individual recognition, LunchTable becomes the winning field where your community thrives. Remember, this is just an analogy. Adapt this framework to personalize your strategies and create a space where individual talents shine, teamwork flourishes, and the beautiful game of community thrives!



Strong communities may see a 30% drop in negative social media sentiment during crises, as fans become brand advocates.

The Social Habit



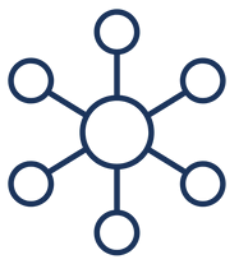
CONCLUSION

Just like the final whistle blows in a close game, our exploration of LunchTable trends is coming to an end. But remember, this is just the first half! By incorporating gamification, tracking engagement, maximizing reach, and fostering a collaborative community, LunchTable turns into a vibrant platform where users win and your community thrives. So, grab your virtual jersey, rally your team, and get ready to take LunchTable to the championship!



For more Information about Fan Activation visit LunchTable.ai





LunchTable

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